

AUDIO

junited

AUTOGLAS

JUNITED AUTOGLAS / ANY EVER X

AUDIO ENHANCED BANNERS

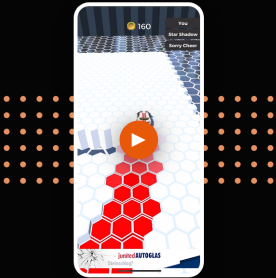
AUDIOMOB

How audio ads helped the automotive repairs specialist **serve more road users**

- 2,300%+ relative average CTR uplift
- Best performing inventory 8,700%+ relative CTR uplift 6.98% CTR, post-optimisation

Junited AUTOGLAS is a household name when it comes to automotive glass repairs in Germany. But in a nation of car lovers, there are always more potential customers.

AudioMob’s ad format offered a **powerfully impactful way to unearth and engage those vast new audiences.**



As Germany’s largest network of independent specialists in automotive glass repairs, maintenance and replacements, Junited AUTOGLAS serves a vital role in keeping the nation’s road users both safe and comfortable.

Keen to extend its reach to meet the needs of ever more drivers, the company was looking for innovative, impactful ways to meaningfully connect with new audiences. With Germany playing home to over 74 million mobile users, games and apps provided a perfect route to a vast, varied and highly-engaged group.

Demographics

LocationNorth Rhine-Westphalia Germany

Age group18 years+

After German audio advertising agency ANY EVER identified the opportunity for their client Junited AUTOGLAS, they both partnered with AudioMob to place our Audio Enhanced Banners format in a wealth of apps and games. The logic was simple. AudioMob’s unique audio ad format let Junited AUTOGLAS address potential customers directly, within apps and games, without asking those users to stop playing or interacting.

The Audio Enhanced Banner option serves an audio ad into a game or app along with a small visual element, providing a button on which a user can click, encouraged by the spoken element of the ad.

Outcomes

1.85%
Average click-through rate

2312.5%
Click-through rate increase
Relative to the average CTR of a traditional non-audio banner (0.08%)

Best performing inventory
8725%
Click-through rate increase
Relative to the average CTR of a traditional non-audio banner (0.08%)

0%
Closed or muted ads
Relative to the average CTR of a traditional non-audio banner (0.08%)

6.98%
Click-through rate

Using our powerful DSP, ANY EVER was able to optimise and tailor the campaign - with support and guidance from AudioMob - delivering significantly elevated CTRs while targeting specific demographics in a precise region.